

LEO BURNETT U.S.A.

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PLAYERS LIGHTS 25's

**FREE
LOTTO PERSONAL COMPUTER!**



With an extra 50 in
every carton, you're
always a winner with
Players Lights 25's.

**Free with three
carton purchase of
Players Lights 25's.**

Now, picking lottery numbers can be fun instead of frustrating. Just pass the Players Lights 25's big red button and your Lotto Computer will select a set of random numbers for your favorite lottery game. The world's biggest computer can do the same job. Play Powerball, Mega Millions, games, all different lottery games and any state or country's lottery games. A generous microphone makes the choice from millions and millions of possible combinations.

It's a great gift for a lottery player. The computer is size 7" x 4" x 1" and is great for on-the-spot playing. Normally a \$25.00 value, the Players Lights 25's Lotto Personal Computer[®] is free with these carton panels of purchase. See the order form below.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

my's suggested pricing based on 100-bike brands.

King: 10 mg "tar," 0.8 mg nicotine
100's: 12 mg "tar," 0.9 mg nicotine (W. per cigarette by FTC method)
*Lotto Personal Computer is a trademark of Lorillard, Inc.
U.S. Patent No. 291562



PLAYERS LIGHTS 25's

LOTTO COMPUTER OFFER!

Please send my FREE Lotto Computer I've enclosed three UPC codes from cartons of Players Lights 25's (any style).
 I've enclosed \$25.00 check or money order instead of UPC codes.

Send order to:
Players Lights 25's Lotto Computer
P.O. Box 16099
Hauppauge, NY 11788

Send my Lotto Computer to:

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

For great white security tabs. Please allow 2 to 4 weeks for delivery.
By sending this offer you certify that you are a regular 17 years of age or older.
Offer expires 12/31/88.

